FIG. 1

FIG. 2

MAIN OFFICE

PERFORM SALES CUSTOMER ANALYSIS
*CUSTOMER ANALYSIS REPORT
*SALES CONTRIBUTION ANALYSIS
*CUSTOMER PORTFOLIO ANALYSIS
*PROMOTION ANALYSIS, ETC.

USE WORDS IN CUSTOMER ANALYSIS

RELATIONSHIP PROCESS SYSTEM
*NARROW DOWN CUSTOMERS *DESIGN ACTION PLAN
*DECIDE SCRIPT AND DESIGN, ETC.

COUNTER

CALENDAR

EVENT

ACTION

SHOP

PHONE | FAX | DM | E-MAIL

FIG. 3

ASP CENTER

SERVERS EXECUTE APPLICATION AND ENSURE REACTION SPEED HIGHER THAN STANDARD
S5

*PROVIDE CLIENT SERVICES INCLUDING BROWSING, SEARCH, ETC. TO CLIENT ACCESS
*AUTHENTICATION IS PERFORMED
S6

REQUIRED INFORMATION IS TRANSFERRED FROM CLIENT VIA SECURE NETWORK
S4

CLIENT COMPANY

STORE CUSTOMER INFORMATION AND SALES INFORMATION TO DATABASE
S3

ISSUE/ DISTRIBUTE DM, SEND E-MAIL OR SEND FAX
S8

PERFORMS ANALYSES AND SETTINGS
S9

GRASP SALES AND CUSTOMER INFORMATION
S1

PUT CUSTOMER INFORMATION FROM SHOP TERMINAL
S2

SHOP TERMINAL SENDS OUTBOUND INSTRUCTION
S7

DISPLAY PURCHASE HISTORY, RELATIONSHIP HISTORY AND CUSTOMER INFORMATION
S10

FIG. 4

"CHECK" 64

[USE FORM]
ANALYSES SCREEN

*PERFORM ANALYSES TO
 NUMERICAL DATA
*PERFORM ANALYSES TO
 LANGUAGE

*GRASP CHANGE AND
 GAP FROM COMPARISON
*DISCOVER FACTORS OF
 INCREASE/DECREASE IN
 SALES
*CLARIFY CUSTOMER
 GROUP TO BE DEALT
 AND FUNCTION TO BE
 IMPROVED

"DO" 63

[USE SCREEN]
OUTBOUND
DESIGNATION SCREEN

*EXECUTE ACTION
 ON AN INSTRUCTION
*SPECIFIC IMAGE
 CAN BE SEEN
*ADDITION,
 DELETION AND
 CORRECTION CAN BE
 MADE TO SCRIPT

"ACTION" 61

*REVIEW "SCENARIO"
*REVIEW "RULE SETTING"
*REVIEW "ACTIONS AND
 CONTENTS SETTINGS"

"PLAN" 62

[USE FORM]
CRDES

*MAKE SUMMARY OF
 MARKETING BASIC
 STRATEGY, PROBLEM
 AND DIRECTION
*DESIGN AND EDIT
 RELATIONSHIP
 SCENARIO

*PERFORM RULE
 SETTING ON SCENARIO
*DESIGN ACTION AND
 ITS CONTENTS
*NARROW DOWN
 CUSTOMERS TO
 CONFORM RULE

FIG. 5

FIG. 6

71	72	73	74	75	76	77	78
DESIRE	SEARCH	SEARCH EVALUATION	PURCHASE	USE	EVAL.	MAINTAIN	DISP.

81

MARKET TOTAL NUMBER OF CUSTOMERS

SEARCH

82

FIRST VISIT TO SHOP

CUSTOMER REGISTRATION

SECOND VISIT TO SHOP

83

FIRST PURCHASE

INQUIRY

SECOND PURCHASE

EVALUATION

EVALUATION

84

MAINT./ABANDON

MAINT./ABANDON

REPAIRING SERVICE

CONSTANT
- SATISFACTION
- DISSATISFACTION

TEMPORARY
- SATISFACTION
- DISSATISFACTION

CONSTANT
- SATISFACTION
- DISSATISFACTION

TEMPORARY
- SATISFACTION
- DISSATISFACTION

RESIGNATION

REGRET

REQUEST FOR REPAYMENT

REQUEST FOR REPLACEMENT

APOLOGY RECOVERY

SPEAKING ILL

COMPLAINT

FIG. 7A

		STAGE	TOOLS	CONTENTS	TARGET	OBJECT
MAIN	1	FIRST VISIT TO SHOP	MASS ADVERTISEMENT	INTRODUCTION CAMPAIGN		INCREASING FIRST VISIT CUSTOMER
	2	CUSTOMER REGISTRATION	APPLICATION FORM	REGISTRATION CAMPAIGN	VISIT CUSTOMER	REGISTER CUSTOMER TO DATABASE
	3-1	VISIT TO SHOP – FIRST PURCHASE	FACE-TO-FACE			INCREASE IN PURCHASE RATE
	3-2	VISIT TO SHOP – SECOND PURCHASE	FACE-TO-FACE (PC SCREEN)	INFORM OF CUSTOMER WHO SHOULD BE MEMORIZED	UPPER RANK CUSTOMER	INCREASE IN PURCHASE RATE
	3-3	VISIT TO SHOP – THIRD PURCHASE				CROSS-SELL/ UP-SELL
	4-1	FIRST PURCHASE – EVALUATION	DM, E-MAIL	THANKS FOR PURCHASE, PRAISE DISCERNING EYES OF COMMODITY		PREVENTION OF WITHDRAWAL (MEMORY IMPRINTING)
	4-2	SECOND PURCHASE– EVALUATION				
	4-3	THIRD PURCHASE – EVALUATION				
	5-S	SHOP INVITATION PROMOTION	DM, E-MAIL, TELEPHONE	SECRET SALE IS HELD, ETC.	UPPER RANK CUSTOMER	INCREASE IN VISIT
	5-P	COMMODITY RECOMMEND PROMOTION		NEW PRODUCTS ARE ARRIVED, ETC.	TREND-SENSITIVE CUSTOMER	INCREASE IN SALES RATE OF SPECIFIC COMMODITY, ETC.

	STAGE	TOOLS	CONTENTS	TARGETS	OBJECTIVES
MAIN 6-C	CALENDAR SYSTEM RELATION–MAKING	DM, E-MAIL, NEWS LETTER	WITHDRAWAL PREVENTION, ETC.	SPECIFIC CUSTOMERS	PREVENTION OF WITHDRAWAL
MAIN 6-A	ANNIVERSARY SYSTEM RELATION– MAKING	DM	BIRTHDAY PRESENT, ETC.		
MAIN 6-G	SEASONAL GREETING RELATION–MAKING	DM	CHRISTMAS CARD, ETC.		
MAIN 7	DEALING WITH INQUIRY	DM, E-MAIL, TELEPHONE	ORDERED COMMODITY IS RECEIVED, ETC.		
MAIN 8	DEALING WITH REPAIRING SERVICE	E-MAIL, TELEPHONE	REPAIR IS COMPLETED, ETC.		
MAIN 9	DEALING WITH SPEAKING ILL	FACE-TO-FACE, LETTER			APOLOGY, RECOVERY OF RELATIONSHIP
MAIN 10	DEALING WITH COMPLAINT	FACE-TO-FACE, LETTER			
SUB 11	MAINTENANCE CONTRACT				
SUB 12	SUPPLY PURCHASE				
SUB 13	LICENSE ACQUISITION				
SUB 14	LICENSE UPDATE				
SUB 15	INSURANCE				
SUB 16	OTHERS				

(DEPENDING ON INDUSTRY TYPE AND BUSINESS CATEGORY, SUB-PROCESS DESCRIBED LEFT IS DESIGNED IN ADDITION TO THE MAIN RELATION STAGE.)

FIG. 7B

FIG. 8

RULE NUMBER	NAME
02354	SIZE SETTING

USE FILE: SALES FILE

RANGE			
	PURCHASE DATE	=	2000
	PURCHASED COMMODITY	=	BOTTOMS
	SIZE	>=	#3

		ITEM NAME	RANGE 1		RANGE 2		RANGE 3			
			SIGN	COND.	SIGN	COND.	SIGN	COND.		
IF	(	PURCHASE DATE	=	2000						AND
	(	PURCHASED COMMODITY	=	BOTTOMS						AND
		SIZE	>=	#3	>=	#5	>=	#7	)	AND
	(	PURCHASED COMMODITY	=	BLOUSE						AND
		SIZE	>=	#3	>=	#5	>=	#7	)	
	(	PURCHASED COMMODITY	=	SWEATER						AND
		SIZE	>=	#3	>=	#5	>=	#7	)	

THEN	ITEM NAME	RANGE 1	RANGE 2	RANGE 3	ELSE
	SIZE	#3	#5	#7	UNKNOWN

FIG. 9

RULE NUMBER	02354		NAME	SIZE SETTING	
RANGE	USE FILE		=	SALES FILE	AND
			=	CUSTOMER FILE	AND
IF	(	ITEMS	=		
			SIGN	CONDITION	AND)
	(	PURCHASED COMMODITY	=	BOTTOMS	OR
		PURCHASED COMMODITY	=	QUICK	AND)
	(	PURCHASE DATE	>=	AUGUST 15, 2002	AND
		PURCHASE DATE	<	AUGUST 14, 2002	AND)
		CUSTOMER GENERATION	=		
THEN	ITEMS		SIGN	EXECUTE (SETTLEMENT, DEFINITION)	
	ACTION NUMBER		=	A01–S01	AND

FIG. 10

RULE	NAME											
PURCHASE DATA = 2000												
PURCHASED COMMODITY = BOTTOMS		ELSE										
SIZE >= #3	SIZE >= #5	SIZE >= #7	PURCHASED COMMODITY = BLOUSE			ELSE						
			SIZE >= #3	SIZE >= #5	SIZE >= #7	PURCHASED COMMODITY = SWEATER			ELSE			
						SIZE >= #3	SIZE >= #5	SIZE >= #7				
→	→	→	→	→	→	→	→	→	→			
SIZE=3	SIZE=5	SIZE=7	SIZE=3	SIZE=5	SIZE=7	SIZE=3	SIZE=5	SIZE=7	SIZE= UNKNOWN			

"AND" CONDITIONS AND ORDER

"OR" CONDITIONS

FIG. 11

TOOL SETTING SECTION

ACTION	NAME		
A01–S01	NAME		
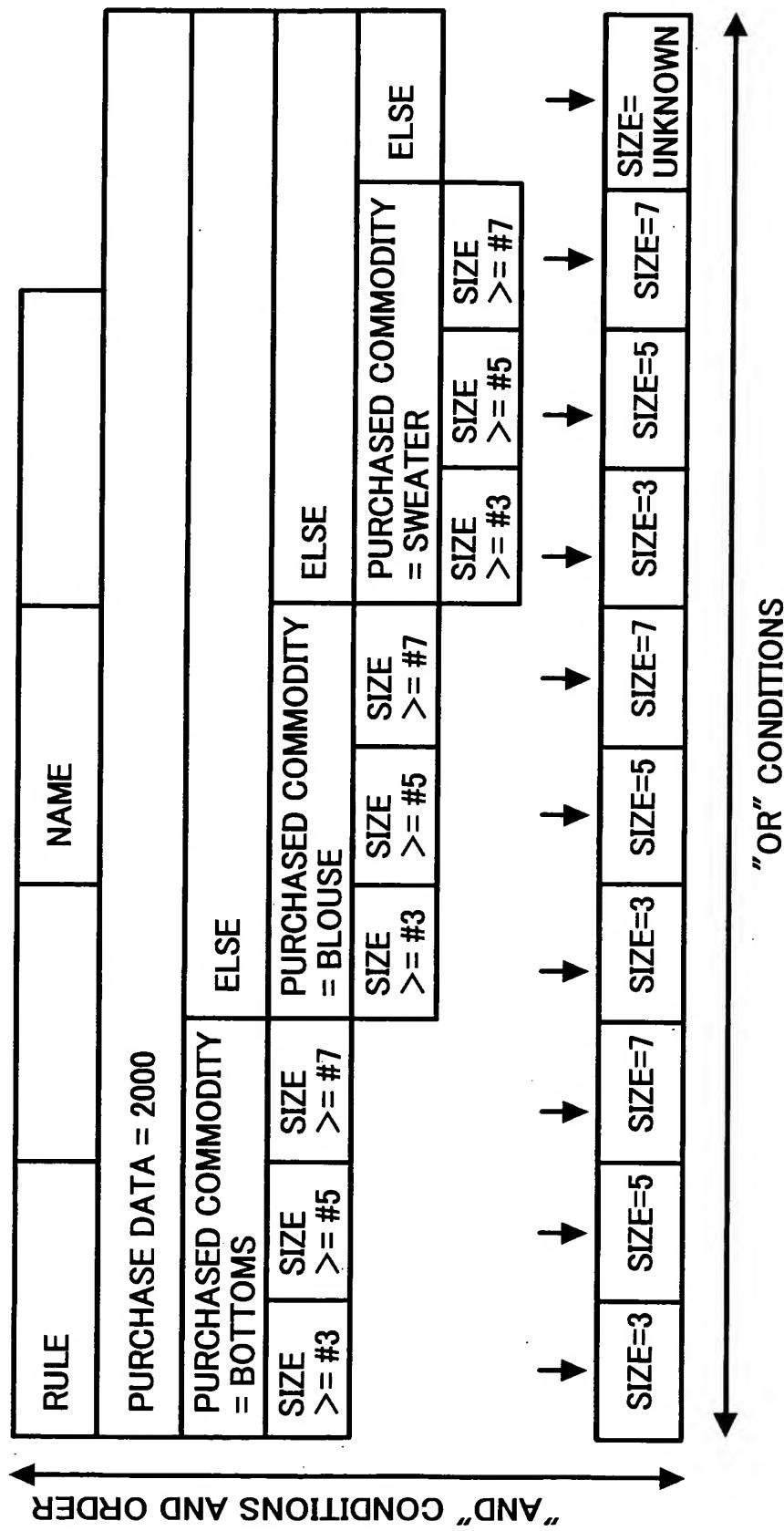
ITEM NAME	SIGN	SECTION DESIGNATION
TOOL	=	DM
SIZE FORMAT	=	POST CARD, BOTH SIDES
BACKGROUND	=	PEDICEL, VERMILION
FONT AND COLOR	=	GOTHIC / BLACK
LAYOUT	=	7
LOCATION OF OUTPUT	=	CENTER
ACTION EXECUTION DATE	=	EVERY WEEK, SUNDAY
REPETITION	=	YES
TARGET		RELATION-MAKING
EVALUATION INDEX		(NEXT–YEAR CUSTOMER EXISTING NUMBER) / (SENDING NUMBER)

VARIABLE ITEM SECTION

MEMBERSHIP NUMBER BAR-CODE				
CUSTOMER NAME	SHOP NAME AND STAFF NAME	STAFF FACE PHOTO 1	STAFF FACE PHOTO 2	STAFF FACE PHOTO 3
STAFF NAME	PROFILE 2	PROFILE 3	PROFILE 4	PROFILE 5
PROFILE 1	SEASON 2	SEASON 3	SEASON 4	SEASON 5
SEASON 1	BRAND LOGO	MATERIAL NAME	SIZE	
PURCHASED COMMOD.	SHOP LOGO	SHOP MAP		
SHOP NAME	ITEM SCRIPT 2	ITEM SCRIPT 3	ITEM SCRIPT 4	ITEM SCRIPT 5
COMMOD. SCRIPT 1	CUSTOMER SCRIPT 2	CUSTOMER SCRIPT 3	CUSTOMER SCRIPT 4	CUSTOMER SCRIPT 5
CUSTOMER SCRIPT 1				

FIG. 12

Ms. ***

How do you do.   I am *** of *** shop in Ginza.   We do thank you for your purchase at our shop.   Have you already tried the one-piece dress ?

This dress is one of the new dresses enjoying a high reputation this season.   You purchased it at good timing since the manufacture quantity of this dress is small.

The fashionable dress finds out your new characteristic you have never noticed, and give you a fresh feeling.   I started to do this business with such a concept and feeling.

I think that you, who chose this one-piece dress, have a good fashion sense and this dress that has met such a person is happy.

I hope that you will go out with this dress in a good season of the year.

Thank you very much.

August 20, 2002

*** shop in Ginza of **** Inc.
*_*_* Ginza Chuo-ku, Tokyo
tel 03 4567 8988

*** ***

FIG. 13

MS. AIKO TOKYO

999 PTS.

SORTED BY DATA			
DATE COLOR PATTERN SIZE PRODUCT NUMBER	28 APR 01 WHITE PLAIN 9 4468711679	21 APR 01 WHITE PLAIN 9	21 APR 01 BROWN STRIPE 9	9 FEB 01 BROWN POLKA DOTS 9
DESIGN	SHASSIS COLLAR LONG-SLEEVED	SHASSIS COLLAR SHORT-SLEEVED	CHINA COLLAR LONG-SLEEVED	CHINA COLLAR SHORT-SLEEVED

NEXT
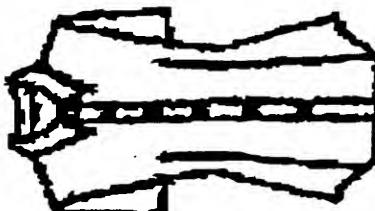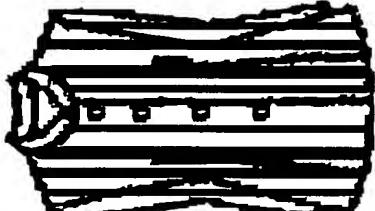
101
102
103
104
105
106

FIG. 14

MS.	AIKO TOKYO	DATE OF BIRTH	1970. 06. 18	AGE	33

IS | MARRIED AND HAS CHILDREN

CHILDREN: | HANAKO TOKYO | BORN | 1996. 07. 10 | FEMALE
CHILDREN: | ICHIRO TOKYO | BORN | 1999. 01. 25 | MALE

CHARACTER — 111

ADDRESS
CLOSEST STATION

RESIDENCE
CATEGORY

TEL. (HOME)
TEL. (MOBILE)

E-MAIL
E-MAIL (MOBILE)

OFFICE ADDRESS
CLOSEST STATION

OFFICE
JOB — 115

DRESSING
SITUATIONS — 112 | OFFICE
CASUAL

CLOSET — 116

FAVORITE
COMMUNICATIONS — 113
FAVORITE COLOR
COORDINATION — 114

FIG. 15

CUSTOMER | MS. | AIKO TOKYO

TOP

RELATION HISTORY

#	TRANSMISSION				RESPONSE, RECEPTION					MEMO
	DATE	DAY	TOOL	CONTENTS	DATE	DAY	TOOL	CONTENTS	COM-PLAINTS	
	16MAY02		DM	PRESALE INFO	29JUN02			SHOP SALES		COMPLIMENT
					25MAR02		PHONE	INQUIRY		
	18NOV01		DM	PRESALE INFO				SHOP SALES		
			DM							
								REPLACEMENT	YES	SETTLED
			DM	SALE INFO						
							PHONE	REQUEST TO HOLD		SOLD

NEXT

120

FIG. 16

TOP

RECORDS OF PURCHASE

MS.	AIKO TOKYO

NEXT

#	DATE	DAY	BRAND	PROD. #	PROD. NAME	COLOR	SIZE		SALE DIVI-SION	FIXED UNIT PRICE	PURCHASE			PAYMENT
							1	2			UNIT PRICE	QTY.	TOTAL	
1	29JUN02	SAT				WHITE	9		S	210	135	1	135	CARD
2	29JUN02	SAT				BLACK		42	S	120	78	1	78	
3	29JUN02	SAT				WHITE	9		S	75	48.75	1	48.75	
4	29JUN02	SAT				BLACK	9		P	43	48	3	144	
5	19MAY02	SUN							P					CARD
6												-1		RET.
7														
8														
9												-1	135	EXCH.
10												1	135	
11														

130

FIG. 17A

LARGE CLASSIFICATION		MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
ANALYSIS (NUMERIC DATA)	SALES	COMPARISON IN VARIOUS ASPECT	GRASP SALES CIRCUMSTANCE	TIME, ORGANIZATION
	CLIENT CONTRIBUTION	COMPARISON, TREND ANALYSIS	GRASP DISTRIBUTION OF CUSTOMERS	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
	CUSTOMER FLOW	TERM COMPARISON, TREND ANALYSIS	GRASP COMINGS AND GOINGS OF CUSTOMER EXERTED INFLUENCE	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
	CUSTOMER LIFETIME VALUE	AGE ANALYSIS, ANALYSIS ON TIME PASSING	GRASP LIFE TIME CIRCUMSTANCE	TIME, ORGANIZATION, EVENT, STAFF, COMMODITY
	CUSTOMER ATTRIBUTE	SEGMENT COMPARISON, CROSS ANALYSIS	GRASP PURCHASE ACTION FROM CHANGED CUSTOMER SEGMENT	TIME, ORG., EVENT, STAFF, COMMODITY, COMMODITY SEGMENT
	PROMOTION	REACTION RATE	GRASP PROMOTION EFFECT	TIME, PROMOTION CODE
	CUSTOMER TRACE	TREND ANALYSIS	GRASP TIME SERIES CHANGE IN SPECIFIC CUSTOMER SEGMENT	TIME, CUSTOMER SEGMENT
	COMMODITY	MD ANALYSIS	GRASP MD POLICY BY MATRIX OF CUSTOMER AND COMMODITY	TIME, CUSTOMER SEGMENT, COMMODITY SEGMENT
	OTHERS			

FIG. 17B

	LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
ANALYSIS (NATURAL LANGUAGE)	COMPLAINT ANALYSIS			
	INQUIRY DEMAND ANALYSIS			
	VOICE ANALYSIS AT A SALES CONTACT			
	TOOL SCRIPT ANALYSIS			
	OTHERS			
EVALUATION	CORRELATION ANALYSIS	ACTON ANALYSIS	EVALUATE EFFECTIVENESS OF ACTIONS	(OBTAIN THE CORRELATION BY A STATISTICAL METHOD)

FIG. 18A

TIME [YY/MM/DD] TO [YY/MM/DD]

DISPLAY BY EVENT [WEEK] [NON/SPECIFIC]

DEPARTMENT [SHOP]

STAFF [ANY STAFF]

COMMODITY ATTRIBUTE [ANY] ○ AND ○ OR ○ NOT [***] ○ AND ○ OR ○ NOT [***]

CLASSIFICATION ○ DECILE ○ QUINTILE ○ CUSTOMER RANK ○ REFERENCE VALUE

RANK	MINIMUM AMOUNT	TOTAL SALES		TOTAL TRANSACTION		CUSTOMER		NEW CUSTOMER		PURCHASE FREQ. PER PERSON
		AMOUNT	RATIO	NUMBER	RATIO	NUMBER	RATIO	NUMBER	RATIO	
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

○ OUTPUT FILE   ○ INSTRUCT PRINT

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FIG. 18B

TIME
DISPLAY   SHOP
EVEN(T)   ALL STAFFS
GOODS ATT   OR O NOT [***]
CLASSIFIC

RANK	MINIMUM AMOUNT	PURCHASE REQ. PER PERSON	DAYS PAST SINCE FINAL PURCHASE	SALES UNIT PRICE			PURCHASE POINT			
				A/B	A/C	A/C/D	E	RATIO	E/C	E/C/D
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

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FIG. 19A

FIG. 19B

152

	THIS TIME										SUB TOTAL%	WITH-DRAWAL%	TOTAL%		RANK UP%	MAIN-TAIN%	RANK DOWN%	SUB TOTAL%	NEW%	TOTALS
	1	2	3	4	5	6	7	8	9	10										
PREVIOUS TIME 1																				
2																				
3																				
4																				
5																				
6																				
7																				
8																				
9																				
10																				
SUBTOTAL											60	40	100							100

FIG. 20

(YEAR 1998)

RANK	1	2	3	4	5	6	7	8	9	10	AVE.
VISITOR NUMBER	18125	10440	7975	6380	5220	4060	3190	2755	2175	1884	62204
CUSTOMER NUMBER	1450	1450	1450	1450	1450	1450	1450	1450	1450	1449	14499
MINIMUM AMOUNT	1280	770	536	380	270	192	138	88	50	-	-
PERCENTILE	10	20	30	40	50	60	70	80	90	100	-
TRANSACTION AVERAGE	12.5	7.2	5.5	4.4	3.6	2.8	2.2	1.9	1.5	1.3	4.3
ANNUAL SALES AMOUNT	3452658	1523659	902452	675699	456860	350058	245698	186579	98348	46551	7938651
PERCENTILE	43.5	62.7	74.1	82.6	88.3	92.7	95.8	98.2	99.4	100.0	-
SALES PER TRANSACTION	19049	14594	11317	10591	8752	8622	7702	6772	4522	2471	12762
COMMODITY PER TRANSACTION	3.66	3.01	2.95	2.88	2.61	2.51	2.50	2.45	2.12	1.86	3.00
AVE. UNIT PRICE	52	48	38	37	34	34	31	28	21	13	43
ANNUALLY SOLD COMMODITIES	66338	31424	23526	18374	13624	10191	7975	6750	4611	3504	186317
SALES AMOUNT PER ONE PERSON	2381	1051	622	466	315	241	169	129	68	32	548
SOLD COMMODITY PER ONE PERSON	45.8	21.7	16.2	12.7	9.4	7.0	5.5	4.7	3.2	2.4	12.9

FIG. 21

(YEAR 2001)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	PERCENTILE	TRANSACTION AVERAGE	ANNUAL SALES AMOUNT	PERCENTILE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION	AVE. UNIT PRICE	ANNUALLY SOLD COMMODITIES	SALES AMOUNT PER ONE PERSON	SOLD COMMODITY PER ONE PERSON
1	17275	1382	1280	8.3	12.5	3329111	42.3	19271	3.71	52	64090	2409	46.4
2	10274	1427	770	17.1	7.2	1414532	60.3	13768	3.04	45	31234	991	21.9
3	8008	1430	536	25.5	5.6	880317	71.5	10993	3.00	37	24024	616	16.8
4	6327	1438	380	34.9	4.4	694518	80.3	10977	2.91	38	18412	483	12.8
5	5288	1469	270	45.2	3.6	546862	87.2	10341	2.64	39	13961	372	9.5
6	4194	1498	192	55.4	2.8	379203	92.0	9041	2.59	35	10863	253	7.3
7	3154	1502	138	64.3	2.1	239616	95.1	7597	2.50	30	7886	160	5.3
8	2695	1497	88	75.4	1.8	201389	97.6	7474	2.47	30	6656	135	4.4
9	2185	1561	50	86.2	1.4	120480	99.2	5513	2.13	26	4655	77	3.0
10	2045	1573	4.5	100.0	1.3	64741	100.0	3166	1.87	17	3824	41	2.4
AVE.	61447	14777	–	–	4.2	7870769	–	12809	3.02	42	185605	533	12.6

FIG. 22

1998 \ 2001	1	2	3	4	5	6	7	8	9	10	SUB TOTAL	OUTFLOW	TOTAL
1	263	161	101	92	66	51	49	40	38	31	892	558	1450
2	145	154	116	85	64	55	54	45	43	38	799	651	1450
3	75	92	103	81	78	58	54	50	51	45	687	763	1450
4	40	51	64	95	65	55	50	64	55	48	587	863	1450
5	35	50	48	58	81	55	56	51	47	61	542	908	1450
6	28	19	35	52	50	72	37	65	49	70	477	973	1450
7	21	18	30	47	47	40	66	63	52	71	455	995	1450
8	18	19	22	27	40	44	40	59	52	59	380	1070	1450
9	11	15	18	20	22	30	34	41	62	60	313	1137	1450
10	9	11	15	18	23	29	32	34	41	41	254	1195	1450
SUBTOTAL	645	590	552	575	536	489	472	512	490	525	5386	9113	14449
NEW	737	837	878	863	933	1009	1030	985	1071	1048	–	–	9391
TOTAL	1382	1427	1430	1438	1469	1498	1502	1497	1561	1573	–	–	14777
DEDUCTION	-68	-23	-20	-12	19	48	52	47	111	124	–	–	278

FIG. 23

1998 \ 2001	1	2	3	4	5	6	7	8	9	10	SUB TOTAL%	OUTFLOW%	TOTAL%	PER YEAR SUB TOTAL%	PER YEAR OUT-FLOW%
1	18.1	11.1	7.0	6.3	4.6	3.5	3.4	2.8	2.6	2.1	61.5	38.5	100	85	15
2	10.0	10.6	8.0	5.9	4.4	3.8	3.7	3.1	3.0	2.6	55.1	44.9	100	82	18
3	5.2	6.3	7.1	5.6	5.4	4.0	3.7	3.4	3.5	3.1	47.4	52.6	100	78	22
4	2.8	3.5	4.4	6.6	4.5	3.8	3.4	4.4	3.8	3.3	40.5	59.5	100	74	26
5	2.4	3.4	3.3	4.0	5.6	3.8	3.9	3.5	3.2	4.2	37.4	62.6	100	72	28
6	1.9	1.3	2.4	3.6	3.4	5.0	2.6	4.5	3.4	4.8	32.9	67.1	100	69	31
7	1.4	1.2	2.1	3.2	3.2	2.8	4.6	4.3	3.6	4.9	31.4	68.6	100	68	32
8	1.2	1.3	1.5	1.9	2.8	3.0	2.8	4.1	3.6	4.1	26.2	73.8	100	64	36
9	0.8	1.0	1.2	1.4	1.5	2.1	2.3	2.8	4.3	4.1	21.6	78.4	100	60	40
10	0.6	0.8	1.0	1.2	1.6	2.0	2.2	2.3	2.8	2.9	17.5	82.5	100	56	44
SUBTOTAL	4.4	4.1	3.8	4.0	3.7	3.4	3.3	3.5	3.4	3.6	37.1	62.9	100	72	28
NEW	7.8	8.9	9.3	9.2	9.9	10.7	11.0	10.5	11.4	11.2	–	–	100		
TOTAL	9.4	9.7	9.7	9.7	9.9	10.1	10.2	10.1	10.6	10.6	–	–	100		
DEDUCTION	—	-8.3	-7.2	-4.3	6.8	17.3	18.7	16.9	39.9	44.6	–	–	100		

FIG. 24

TIME YY/MM/DD TO YY/MM/DD — 160
DISPLAY BY WEEK
DEPARTMENT SHOP
STAFF ANY STAFF

CUSTOMER ATTRIBUTE: — 161

CUMULATIVE PURCHASE TIMES ☐ ○ OR MORE
○ OR LESS

○ AND ○ OR PURCHASE FREQUENCY ☐ TO ☐
○ AND ○ OR COMM. PER CUSTOMER ☐ TO ☐
UNIT PRICE ☐ TO ☐
LAST PURCHASE ☐ TO ☐
CURRENT RANK ☐ TO ☐
RANK AS OF ☐ ☐ TO ☐

○ OUTPUT FILE   ○ INSTRUCT PRINT

THIS YEAR	JAN	FE	NOV	DEC
CUSTOMER NUMBER				
FREQUENCY				
EVENT DIVISION				
COMMODITY (LARGE CLASSIFICATION)				
COMMODITY (MIDDLE CLASSIFICATION)				
SALES PER TRANSACTION				
COMMODITY PER CUSTOMER				
UNIT PRICE				

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LAST YEAR	JAN	FEB	OV	DEC
CUSTOMER NUMBER				
FREQUENCY				
EVENT DIVISION				
COMMODITY (LARGE CLASSIFICATION)				
COMMODITY (MIDDLE CLASSIFICATION)				
SALES PER TRANSACTION				
COMMODITY PER CUSTOMER				
UNIT PRICE				

FIG. 25

(YEAR 2000)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	SOLD COMMODITIES PER CUSTOMER	COMMODITIES PER TRANSACTION
1	655810	21.7	2802	9.7	23405	230	10	12.18	2851	82	7987	16.4	34.73	2.85
2	378670	12.5	2006	7.0	18877	230	10	8.72	1646	78	4863	10.0	21.14	2.42
3	241650	8.0	1439	5.0	16793	230	10	6.26	1051	75	3243	6.7	14.10	2.25
4	173730	5.7	1133	3.9	15334	230	10	4.93	755	72	2401	4.9	10.44	2.12
5	127510	4.2	907	3.1	14058	230	10	3.94	554	70	1809	3.7	7.87	1.99
6	91800	3.0	749	2.6	12256	230	10	3.26	399	69	1324	2.7	5.76	1.77
7	63360	2.1	602	2.1	10525	230	10	2.62	275	65	980	2.0	4.26	1.63
8	43700	1.4	505	1.8	8653	230	10	2.20	190	57	771	1.6	3.35	1.53
9	26850	0.9	391	1.4	6867	230	10	1.70	117	46	582	1.2	2.53	1.49
10	11930	0.4	282	1.0	4230	230	10	1.23	52	30	400	0.8	1.74	1.42
MEMBER	1815010	60.0	10816	37.5	16781	2300	100	4.70	789	75	24360	50.0	10.59	2.25
OTHERS	1210010	40.0	18027	62.5	6712						24340	50.0		
TOTAL	3025020	100.0	28843	100.0	10488						48700	100.0		

FIG. 26

(CHANGE BETWEEN YEARS 2000 – 2001)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	COMMODITIES SOLD PER CUSTOMER	COMMODITIES PER TRANSACTION
1	30510	2.2	52	16.2	643	4	-0.3	0.01	82	3.0	77	16.2	-0.26	-0.02
2	-30590	-0.4	-46	10.9	-1118	5	-0.2	-0.38	-165	2.9	-553	7.5	-2.80	-0.23
3	-14040	-0.1	43	8.5	-1435	7	-0.1	0.00	-90	-0.71	-159	5.8	-1.09	-0.17
4	12680	0.7	-30	6.1	1567	9	0.0	-0.31	25	-2.8	282	5.9	0.79	0.31
5	-1420	0.2	30	5.4	-602	7	-0.1	0.01	-22	-3.8	81	3.9	0.11	0.02
6	2740	0.3	-26	4.0	820	9	0.0	-0.23	-3.6	-7.2	197	3.4	0.61	0.34
7	-6840	-0.1	-30	3.1	-644	11	0.0	-0.24	-41	-4.7	-37	1.8	-0.35	0.02
8	-2157	0.0	-21	2.7	-70	14	0.2	-0.21	-20	-3.8	15	1.6	-0.13	0.10
9	-3640	-0.1	-37	1.9	-311	16	0.2	-0.26	-22	-2.3	-53	0.9	-0.38	0.01
10	760	0.0	73	2.3	-656	18	0.3	0.21	-0.70	-4.8	108	1.2	0.31	0.01
TOTAL	-11997	-	8	-	-123	100	-	-0.19	-38	-0.36	-42	-	-0.46	-0.01

FIG. 27

FIG. 28

Legend:
- ..□.. PURCHASE FREQUENCY
- —△— UNIT PRICE
- —○— COMMODITY NUMBER PER CUSTOMER

INDEX axis: 100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 0

RANK axis: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

UNIT PRICE (△): 100, 95, 91, 88, 86, 84, 79, 69, 56, 36
COMMODITY NUMBER PER CUSTOMER (○): 100, 85, 79, 74, 70, 62, 57, 54, 52, 50
PURCHASE FREQUENCY (□): 100, 72, 51, 40, 32, 27, 21, 18, 14, 10

FIG. 29

AVERAGE ANNUAL PURCHASE PER ONE PERSON (YEAR 2000)

JAPANESE YEN

FIG. 30

RANK	CUSTOMER TOTAL, 2000	RANK DOWN (OUTFLOW)	RANK UP (OUTFLOW)	WITHDRAWAL	NEW	RANK UP (INFLOW)	RANK DOWN (INFLOW)	INCREASE AND DECREASE TOTAL	RANK MAINTAIN	CUSTOMER TOTAL, 2001
1	230	98	—	30	28	104	—	4	102	234
2	230	91	45	39	40	99	41	5	55	235
3	230	92	60	46	73	79	53	7	32	237
4	230	72	66	62	76	69	64	9	30	239
5	230	66	69	74	88	59	69	7	21	237
6	230	43	80	89	98	46	77	9	18	239
7	230	41	59	113	134	32	58	11	17	241
8	230	24	50	139	143	21	63	14	17	244
9	230	14	49	152	159	11	61	16	15	246
10	230	—	42	175	180	—	55	18	13	248
TOTAL	2300	541	520	919	1019	520	541	100	320	2400

FIG. 31

RANK	RANK IN 2001										SUBTOTAL
	1	2	3	4	5	6	7	8	9	10	
1	102	41	22	16	10	3	2	2	1	1	200
2	45	55	31	21	15	11	5	4	3	1	191
3	23	37	32	27	21	19	9	7	5	4	184
4	14	27	25	30	23	20	11	9	7	2	168
5	11	17	19	22	21	24	16	11	9	6	156
6	7	13	18	20	22	18	15	13	9	6	141
7	2	3	11	11	14	18	17	17	14	10	117
8	1	1	3	7	11	13	14	17	13	11	91
9	1	0	1	5	7	9	11	15	15	14	78
10	0	1	2	4	5	6	7	6	11	13	55
SUBTOTAL	206	195	164	163	149	141	107	101	87	68	1381

FIG. 32

RANK	CUSTOMER TOTAL RATIO, 2000	RANK DOWN RATIO (OUTFLOW)	RANK UP RATIO (OUTFLOW)	WITHDRAWAL RATIO	NEW RATIO	RANK UP RATIO (INFLOW)	RANK DOWN RATIO (INFLOW)	INCREASE AND DECREASE TOTAL RATIO	RANK MAINTAIN RATIO	CUSTOMER TOTAL RATIO, 2001
1	100.0	42.6	–	13.0	12.2	45.2	–	1.7	44.3	101.7
2	100.0	39.6	19.6	17.0	17.4	43.0	17.8	2.2	23.9	102.2
3	100.0	40.0	26.1	20.0	31.7	34.3	23.0	3.0	13.9	103.0
4	100.0	31.3	28.7	27.0	33.0	30.0	27.8	3.9	13.0	103.9
5	100.0	28.7	30.0	32.2	38.3	25.7	30.0	3.0	9.1	103.0
6	100.0	18.7	34.8	38.7	42.6	20.0	33.5	3.9	7.8	103.9
7	100.0	17.8	25.7	49.1	58.3	13.9	25.2	4.8	7.4	104.8
8	100.0	10.4	21.7	60.4	62.2	9.1	27.4	6.1	7.4	106.1
9	100.0	6.1	21.3	66.1	69.1	4.8	26.5	7.0	6.5	107.0
10	100.0	–	18.3	76.1	78.3	–	23.9	7.8	5.7	107.8
TOTAL	100.0	23.5	22.6	40.0	44.3	22.6	23.5	4.3	13.9	104.3

FIG. 33

		RANK IN 2001										SUBTOTAL
		1	2	3	4	5	6	7	8	9	10	
RANK	1	44.3	17.8	9.6	7.0	4.3	1.3	0.9	0.9	0.4	0.4	87.0
	2	19.6	23.9	13.5	9.1	6.5	4.8	2.2	1.7	1.3	0.4	83.0
	3	10.0	16.1	13.9	11.7	9.1	8.3	3.9	3.0	2.2	1.7	80.0
	4	6.1	11.7	10.9	13.0	10.0	8.7	4.8	3.9	3.0	0.9	73.0
	5	4.8	7.4	8.3	9.6	9.1	10.4	7.0	4.8	3.9	2.6	67.8
	6	3.0	5.7	7.8	8.7	9.6	7.8	6.5	5.7	3.9	2.6	61.3
	7	0.9	1.3	4.8	4.8	6.1	7.8	7.4	7.4	6.1	4.3	50.9
	8	0.4	0.4	1.3	3.0	4.8	5.7	6.1	7.4	5.7	4.8	39.6
	9	0.4	0.0	0.4	2.2	3.0	3.9	4.8	6.5	6.5	6.1	33.9
	10	0.0	0.4	0.9	1.7	2.2	2.6	3.0	2.6	4.8	5.7	23.9
SUBTOTAL		9.0	8.5	7.1	7.1	6.5	6.1	4.7	4.4	3.8	3.0	60.0

FIG. 34
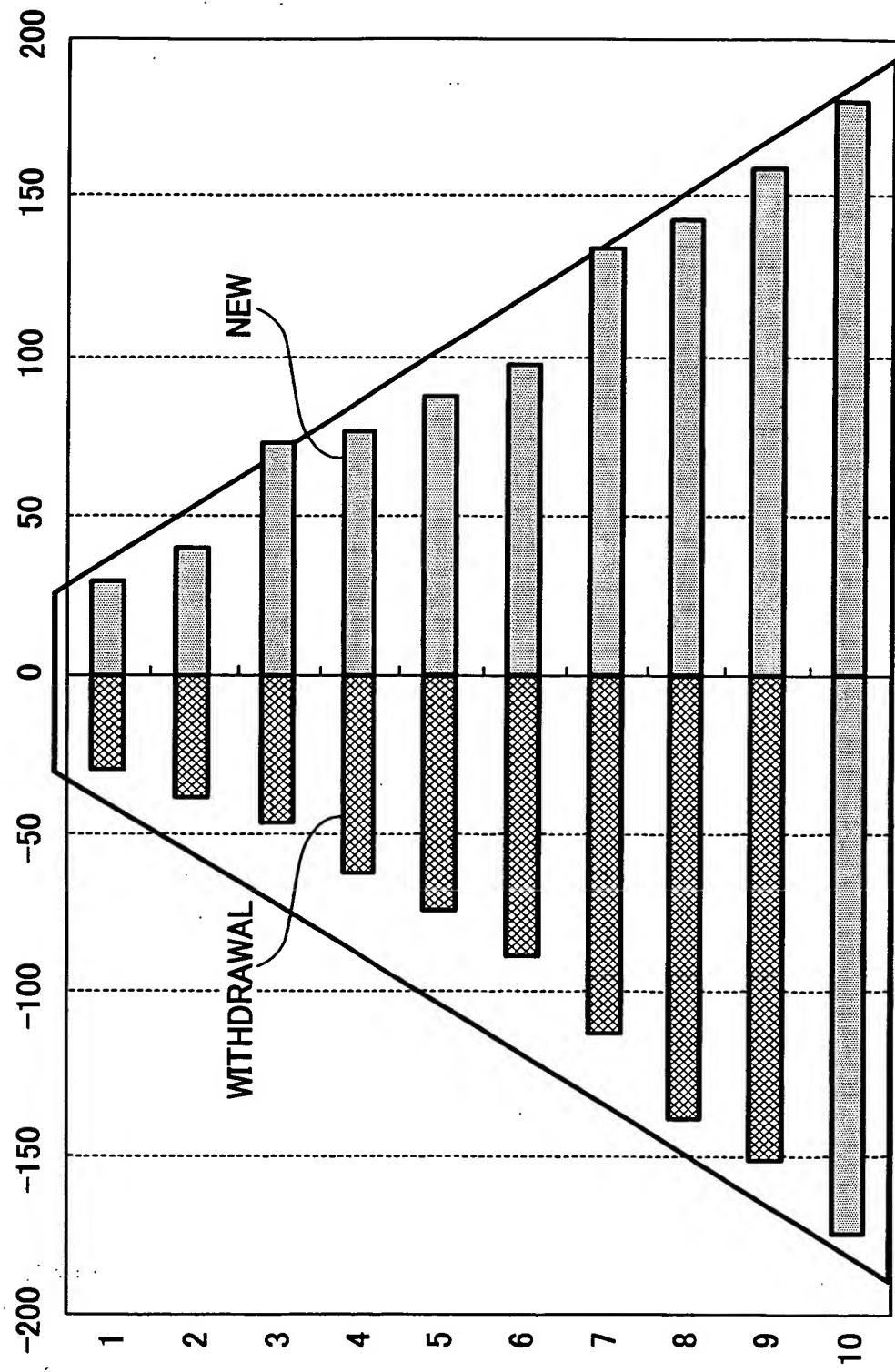
FIG. 35

INCREASE AND DECREASE TOTAL

RANK

FIG. 36

FIG. 37

RANK 7 (YEAR 2000) -> RANK 4 (YEAR 2001)

	AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	PER TRANSAC. COMMODITIES	PER TRANSAC. UNIT PRICE	SWEATER QUANTITY	SWEATER TOTAL SALES	BLOUSE QUANTITY	BLOUSE TOTAL SALES	BOTTOMS QUANTITY	BOTTOMS TOTAL SALES	SUNDRY QUANTITY	SUNDRY TOTAL SALES
2000	502000	70	7171	90	26	2.7	1.3	5578	21	84200	1	3000	42	307500	6	4800
AVERAGE UNIT PRICE COMPONENT RATIO									23%	4010 / 17%	1%	3000 / 1%	47%	7321 / 61%	7%	800 / 1%
2001	1351000	140	9650	186	26	5.4	1.3	7263	40	189200	15	88500	85	653720	7	12100
A.U.P.C.R.									22%	4730 / 14%	8%	5900 / 7%	46%	7691 / 48%	4%	1729 / 1%
CHANGE IN A.U.P.C.R.									-2%	720 / -3%	7%	2900 / 6%	-1%	369 / -13%	-3%	929 / 0%
A	157810	16	9863	21					4	21600	1	7900	11	95900	1	500
B	261600	18	14533	27					5	34500	1	6900	18	166300	0	0
C	200570	19	10556	24					10	38300	3	17600	6	56200	0	0
D	731020	87	8403	114					21	94800	10	56100	50	335320	6	11600
A	12%	11%	102%	11%					10%	11%	7%	9%	13%	15%	14%	4%
B	19%	13%	151%	15%					13%	18%	7%	8%	21%	25%	0%	0%
C	15%	14%	109%	13%					25%	20%	20%	20%	7%	9%	0%	0%
D	54%	62%	87%	61%					53%	50%	67%	63%	59%	51%	86%	96%

A: COMMODITY CHANGE PERIOD
B: OFF SEASON PERIOD
C: PEAK PERIOD
D: FINAL PERIOD+SALE

FIG. 38   RANK 3 (YEAR 2000) -> RANK 7 (YEAR 2001)

	AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	PER TRANSAC. COMMODITIES	PER TRANSAC. UNIT PRICE	SWEATER QUANTITY	SWEATER TOTAL SALES	BLOUSE QUANTITY	BLOUSE TOTAL SALES	BOTTOMS QUANTITY	BOTTOMS TOTAL SALES	SUNDRY QUANTITY	SUNDRY TOTAL SALES
2000	2053000	190	10805	268	28	6.8	1.4	7660	57	290850	17	108500	129	1061640	8	15400
AVERAGE UNIT PRICE COMPONENT RATIO									21%	5103 / 14%	6%	6382 / 5%	48%	8230 / 52%	3%	1925 / 1%
2001	555500	73	7610	93	28	2.6	1.3	5973	23	101420	7	40380	36	290200	8	11900
A.U.P.C.R.									25%	4410 / 18%	8%	5769 / 7%	39%	8061 / 52%	9%	1488 / 2%
CHANGE IN A.U.P.C.R.									3%	-693 / 4%	1%	-614 / 2%	-9%	-169 / 1%	6%	-438 / 1%

	AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	SWEATER QUANTITY	SWEATER TOTAL SALES	BLOUSE QUANTITY	BLOUSE TOTAL SALES	BOTTOMS QUANTITY	BOTTOMS TOTAL SALES	SUNDRY QUANTITY	SUNDRY TOTAL SALES
A	5000	1	5000	1	0	0	0	0	1	5000	0	0
B	83900	9	9322	14	5	20500	0	0	2	19900	0	0
C	30600	5	6120	5	0	0	2	14800	2	13900	1	1900
D	436000	58	7517	73	18	80920	5	25580	31	251400	7	10000
A	1%	1%	66%	1%	0%	0%	0%	0%	3%	2%	0%	0%
B	15%	12%	123%	15%	22%	20%	0%	0%	6%	7%	0%	0%
C	6%	7%	80%	5%	0%	0%	29%	37%	6%	5%	13%	16%
D	78%	79%	99%	78%	78%	80%	71%	63%	86%	87%	88%	84%

A: COMMODITY CHANGE PERIOD
B: OFF SEASON PERIOD
C: PEAK PERIOD
D: FINAL PERIOD+SALE

FIG. 39

○ NEW CUSTOMER RATIO   ⊠ WITHDRAWN CUSTOMER RATIO   ◇ CURRENT CUSTOMER RATIO

BAR: AVERAGE SERVICE DURATION

FIG. 40

FIG. 41

CHANGE IN RANK BY CUSTOMER PERIOD

RANK	1 YEAR OR LESS	2 YEARS	3YEARS	4 YEARS	5 YEARS	6 YEARS
1	2.2%	8.0%	8.7%	13.1%	8.7%	8.1%
2	4.8%	8.3%	9.0%	12.0%	12.7%	12.1%
3	6.7%	10.9%	11.1%	11.4%	9.2%	8.9%
4	11.5%	12.2%	9.1%	9.7%	8.5%	9.5%
5	12.7%	10.2%	9.9%	8.8%	9.2%	10.2%
6	13.4%	9.6%	10.1%	8.3%	8.4%	7.5%
7	15.3%	9.3%	10.4%	8.4%	9.2%	7.2%
8	12.1%	9.0%	9.6%	9.6%	9.0%	7.9%
9	14.3%	10.9%	9.2%	6.9%	9.3%	10.5%
10	7.0%	11.3%	9.7%	9.4%	9.3%	11.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FIG. 42A

* INITIALIZED MODULE

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	DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
CALENDAR	RELATION-MAKING	NEXT DAY, 1 WEEK LATER, ETC.	YES	FIRST PURCHASE CUSTOMER, ETC.	(NOT SELL)
	BIRTHDAY	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	FAMILY MEMBER'S BIRTHDAY	25TH DAY ONE MONTH BEFORE BIRTHDAY MONTH	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	SPECIFIC COMMODITY PURCHASE	NEXT DAY	YES	CUSTOMER WHO PURCHASED HIGH-PRICE COMMODITY	MAINTENANCE, COORDINATE
	EVERY OTHER MONTH	EVEN MONTH	YES	CUSTOMER WITH RANK B OR HIGHER AND SECOND TIME+ THOSE WITH RANK C OR HIGHER, ETC.	HINT ABOUT THE STYLE OF DRESS, ETC.
	IN-TIME PURCHASE	NEXT DAY	YES	CUSTOMER WHO MET PREDETERMINED CONDITION IN A FIXED PERIOD OF TIME	

FIG. 42B

*INITIALIZED MODULE

170

	DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
PROMOTION	*INTRODUCTION OF NEW PRODUCT	2 WEEKS BEFORE	YES	CUSTOMER HAVING NEW PRODUCT PURCHASE HISTORY, ETC.	INCREASING NEW CUSTOMERS
	*SPECIFIC SALE	2 WEEKS BEFORE		CUSTOMER WITH RANK S OR A	
	*MEMBER SALE	2 WEEKS BEFORE OR CATALOGUE COMPLETION TIME		ALL MEMBERS	
	*NOT COMING TO THE SHOP FOR SPECIFIC SALE	1 WEEK AFTER		CUSTOMER WHO DID NOT COME TO THE SHOP FOR SPECIFIC SALE	
OTHERS	RETURN, REPLACEMENT, REPAIR COMPLETION	AFTER OCCURRENCE OF COMPLAINT			

*ARBITRARY SET MODULE

FIG. 43

● UNPROCESSED ISSUE LIST   ● PROCESSED ISSUE LIST

CHECK	CUSTOMER NAME	ZIP CODE	ADDRESS	MEMBERSHIP NUMBER	PROMOTION DIVISION	TEXT DIVISION	ISSUE DATE	LIST UP	PERSON IN CHARGE	PREVIEW	NEXT
SORT	SORT		SORT	SORT	SORT		SORT	SORT	SORT		
GO/NG										□	
GO/NG										□	
GO/NG										□	
GO/NG										□	
GO/NG										□	
GO/NG										□	

○ OUTPUT FILE   ○ INSTRUCT PRINT

FIG. 44

DEPARTMENT: DISPLAY BY SHOP

STAFF ANY STAFF

TIME YY/MM/DD TO YY/MM/DD   ANY

PROMOTION DIVISION

ISSUED DATE	PROMOTION NUMBER	DM TRANS-MISSION NUMBER	PROMOTION DIVISION	REACTION NUMBER	HIT RATE	PERSON IN CHARGE	
10MAY02			RELATION-MAKING				
			RELATION-MAKING				
			BIRTHDAY				
			SPECIFIC SALE				

SORT SORT SORT SORT SORT SORT SORT

○ OUTPUT FILE   ○ INSTRUCT PRINT